

What is claimed is:

1. A pressure sensitive adhesive for single-sided or double-sided adhesive sheet strips which can be redetached without residue or destruction by extensive stretching in the plane of the bond, composed of a mixture comprising a block copolymer and a tackifier, characterized in that at least one compound which is swellable in H₂O is incorporated into the mixture.
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2. The adhesive as claimed in claim 1, characterized in that the compound which is swellable in H₂O is a superabsorbent.
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3. The adhesive as claimed in either of claims 1 and 2, characterized in that the swellable compound is present in a range between 0.5 to 20% by weight, based on the adhesive.
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4. The adhesive as claimed in one of claims 1 to 3, characterized in that the swellable compound is present in a range between 2 to 8% by weight, based on the adhesive.
- 20 5. The adhesive as claimed in one of claims 1 to 4, characterized in that a single swellable compound or a mixture of two or more swellable compounds is incorporated into the mixture.
- 25 6. The adhesive as claimed in either of claims 2 and 5, characterized in that the superabsorbent is a sodium salt of a crosslinked polyacrylic acid, a starch-modified crosslinked polyacrylic acid, a crosslinked polyacrylamide, a crosslinked polysulfonic acid or carboxymethylcellulose.
- 30 7. The adhesive as claimed in one of claims 1 to 6, characterized in that the mixture comprises at least one additive.
8. The use of the pressure sensitive adhesive as claimed in one of the preceding claims for producing a single-sided and/or double-sided adhesive sheet strip.